



KSHB-TV

ORDER

Flight Dates **08/14/12-08/20/12**

Contract / Revision **307736 /**
Original Date / Revision
 08/13/12 08/13/12
Advertiser **Nixon / Democrat / Govern**

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Product
Governor

Agency Com 15%
Billing Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **8/14-8/20**
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	12	\$11,560.00	\$13,600.00	48.60	07/30/12	08/20/12	12	\$11,560.00	\$13,600.00
Totals	12	\$11,560.00	\$13,600.00	48.60					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/14/12	08/20/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$500.00	P-2	2.10 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--			3		\$500.00		2.10			
N 2	KSHB	08/14/12	08/20/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	3	\$1,200.00	P-1	6.10 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--			3		\$1,200.00		6.10			
N 3	KSHB	08/14/12	08/20/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	1:00	3	\$2,400.00	P-1	6.10 NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	MTWTF--			3		\$2,400.00		6.10			



KSHB-TV

Print Date: 08/13/12

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Contract / Revision **307736** Flight Dates **08/14/12-08/20/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **8/14-8/20**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	08/14/12	08/20/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	2	\$325.00	P-3	1.90	NM	2	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	MTWTF--			2			\$325.00		1.90				
N 5	KSHB	08/14/12	08/20/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	1:00	1	\$650.00	P-3	1.90	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/14/12	08/20/12	MTWTF--			1			\$650.00		1.90				
														Totals	12	\$13,600.00